Capstone 2 Rubric

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Functionality

Functionality	1	2	3	4	5	Score
Tableau Dashboard	Non-existent or non-functioning dashboard.		Dashboard is unclear, needlessly cluttered, yet mostly functional.		Dashboard is clean, simplistic, and transparent in the data being presented.	0
	Dashboard has minimal representation of metrics one would expect from the given dataset.		Dashboard leaves multiple obvious metrics unaddressed, such as not breaking sales down by time period or logical categories.		Dashboard is comprehensive in its scope of metrics presented and the inter-relatedness of its visualizations. (E.g., sales broken into segments such as geography and product category, as well as time series hierarchies.)	0
Data Preparation	Data is not groomed appropriately for the data visualization.		Data is groomed appropriately but there is minimal documentation supporting choices made.		Data is groomed appropriately using a data processing tool, such as Alteryx, Tableau Prep Builder, Power Query, or Python. The steps taken are well understood, based on comments Alteryx or Python, or supplemental documentation for Power Query.	0
Tableau Ease of Use	Tableau workbook lacks any ease of use considerations.		Tableau workbook has the appearance of ease of use in terms of field naming, however, during the demo, some errors are evident.		Tableau workbook has proven functionality for the end user to initiate their own worksheet visualization using one or more tables. Student demonstrates ease of use in creating a new worksheet.	0
Tableau Stories	Tableau workbook has no stories or the stories provided are not helpful and could misguide the user.		Tableau workbook has some stories, but does not clearly enhance understanding of the dashboard.		Tableau workbook has a compelling set of stories that complement and enhance understanding of the dashboard.	0
Statistical Acumen	No statistical basis is apparent in choice of visual aides.		Demonstrates they can generate sensible visual aides informed by a basic understanding of statistics, but doesn't directly apply statistical methods.		Demonstrates a statistical acumen: shows intelligent findings with the aid of specific visuals that demonstrate actionable insights using statistical inference (e.g., correlation, linear regression, use of distributions, ANOVA) to support use cases such as historical modeling and basic forecasting.	0
					Section Score:	0

Quality

Quality	1	2	3	4	5	Score
Data Visualization Principles (Fundamentals)	Fails to demonstrate an understanding of data visualization principles - e.g., poor use of colors, unclear legends.		Demonstrates some understanding of data visualization principles but may have missed on some principles.		Demonstrates clear understanding of fundamental data visualization principles and, if asked can justify their choices. Specifically, this refers to Visual Perceptions: order, hierarchy, clarity, relationships, convention.	0
Data Visualization Principles (Dynamic)	Fails to demonstrate an understanding of visual vocabulary.		Demonstrates some understanding of visual vocabulary, but may have misstepped in choosing a suitable chart for making informative and meaningful data visualizations.		Demonstrates clear understanding of Visual Vocabulary as demonstrated by articulating a data relationship and selecting a suitable chart for making informative and meaningful data visualizations.	0
Diversity of Visualizations	Includes only one or two visualization types and fails to demonstrate understanding of Tableau capabilities.		Includes three or more unique visualization types that demonstrate some understanding of Tableau capabilities.		Includes at least six unique visualization types, while showcasing a clear understanding of the range of Tableaus capabilities.	0
Data Model in Tableau	Minimal effort to appropriately name fields.		Mixed use of appropriate name choice for fields, including dimensions, measures, and hierarchies.		Well-chosen names for all fields, including dimensions, measures, and hierarchies.	0
Inspired Design	Did not incorporate a bootcamp concept .or technology not specifically required.		Tried but had mixed results incorporating a bootcamp concept or technology not specifically required - still dedicated a slide to it.		Incorporates one or more bootcamp concepts or technologies not specifically required and dedicates one slide to them.	0
Use of Filters - Order of Operations	Does not incorporate any form of filtering.		Incorporates only one form of filtering.		Incorporates two or more forms of filtering. (E.g., Extract filters, data source filters, context filters, dimension filters, measure filters)	0
Functions	Calculated columns are unclear in their purpose and not easily understood.		Calculated columns are partially clear, but could use improvement.		When used, calculated columns are written clearly and easily understood.	0
Data Tables	Dashboard does not include any data tables.		Tableau dashboard includes one or more data tables, but with little thought put into the design.		Tableau dashboard includes one or more data tables with well thought out design.	0
Statistics in Motion	Minimal use of statistically-driven visualizations, and if used, are not sound under most conditions.		One or more visualizations are statistically oriented, but may not make sense when filtering is applied.		One or more visualizations are statistically sound under a range of filtering conditions.	0
Source Citation	Data is not credible, and/or poorly cited.		Data source is not well cited, but still seems credible.		Data source is cited, either in PowerPoint, on the Dashboard, or both. Data source's legitimacy is clearly established (e.g. comes from a recognized authority or trusted outlet). Toy datasets aren't permissable.	0
Data Processing & Quality	Little consideration has been placed on data processing needs.		Some consideration has been placed on data processing needs, but the steps taken or the tool used are inadequate for some obvious circumstances (e.g., chose Tableau Prep Builder and missed solving some basic issues).		Clearly shows careful consideration of the data processing needs and uses an appropriate tool (e.g., Alteryx, Tableau Prep Builder, Power Query, or Python) for ensuring data quality.	0
					Section Score:	0

Presentation

Presentation	1	2	3	4	5	Score
Flow	Presentation was not well rehearsed and the story was not clear or compelling.		Presentation was somewhat rehearsed with some gaps in clarity and flow. Overall, it still tells a good story.		Presentation was well-rehearsed, clear, and flowed naturally. It tells a good story.	0
Style	While presenter may have put in a great deal of effort, nerves got the best of them and they did not come off as knowledgeable as a result.		Presenter put in a clear effort to present with confidence and despite some missteps, still came off as knowledgeable.		Presentation style showed your confidence, knowledge of content and technologies.	0
Technology	Student had to stop to make adjustments that didn't add value to the presentation (e.g., loading programs unnecessarily, crashing programs, finding presentation material, etc.)		The presentation had a few technology bumps. For example, too much jumping back and forth between technologies and the presenter lost their place.		Presentation had minimal jumping back and forth when showing different technologies.	0
Professional Demeanor	Presenters demeanor was too informal - not appropriate for the situation. (e.g., poor word choice, unprofessional language, too informal)		Presentation didn't always strike an appropriate balance between conversational and professional (e.g., it may have been too formal or too informal in places). Presenter seemed to search for the right words in some cases.		Presentation struck an appropriate balance between conversational and professional. Presentation was approachable. word choice was appropriate for the setting.	0
Analytical Persuasiveness	Presenter had significant gaps in reasoning and had difficulty responding to subject matter questions, thus undermining their persuasiveness.		Presenter was somewhat persuasive, but seemed to have gaps in their reasoning and responses to subject matter questions.		Presenter was persuasive when sharing analytical findings. Presenter was well-researched and able to provide clear and insightful responses to subject matter questions.	0
Planning Process	Presentation does not address the planning process or dismisses the suggestion of iterative development		Presentation addresses the planning process, but minimally addresses impediments or an iterative process to solving problems encountered		Presentation includes an explanation of the problem solving/planning process taken. E.g., how did you approach problems and solve them iteratively? How did you react to unforeseen impediments?	0
Outlook/Vision	Too focused on the details rather than the big-picture vision.		Somewhat focused on the big picture, but seems hampered by short-comings.		Reflection focuses on the big picture - and clearly and honestly indicates vision for the future and does not get hung up on what you could have done with more time.	0
Timing	Presentation was not completed within the allotted time and/or was not consistent and focused.		Presentation went over allotted time somewhat, but still was consistent and focused.		Presentation was completed within the allotted time.	0
					Section Score:	0